

ORDER



Orders
Order / Rev: 197159
Alt Order #: 06839739
Product Desc: 8/21-8/27 PAUL HIRSCHBIEL
Estimate: 1554
Flight Dates: 08/21/12 - 08/27/12
Original Date / Rev: 08/08/12 / 08/08/12
Order Type: REG

WVBT

Primary AE: Petry Philadelphia
Sales Office: P-PHI
Sales Region: Nat

Agency
Name: Greer Margolis & Mitchell
Buying Contact:
Billing Contact:
 1010 Wisconsin Avenue Northwest
 Washington, DC 20007

Billing Type: Cash
Billing Calendar: Broadcast
Billing Cycle: EOM/EOC
Agency Commission: 15%

Advertiser
Name: POL/Hirschbiel for Congress (D)
Demographic: A35+
Product Codes: PL1
Priority: P1
Revenue Codes: AGY, POL, POL-CAND

New Business Thru:
Order Separation: 00:15:00
Advertiser External ID:
Agency External ID: IN117/SP159/AL1336

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
07/30/12	08/26/12	8	\$2,825.00	\$2,401.25
08/27/12	08/27/12	5	\$900.00	\$765.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
August 2012	8	\$2,825.00	\$2,401.25	0.00
September 2012	5	\$900.00	\$765.00	0.00
Totals	13	\$3,725.00	\$3,166.25	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Petry Philadelphia			Start Of Order - End Of Order	100%

Order Share

	Share	Total
WVBT	7%	\$3,725.00
Market	100%	\$53,214.29

Competitive Share

	Share	Total
CABLE	0%	\$0.00
NFLWS	0%	\$0.00
UNKWN	0%	\$0.00
WAVY	34%	\$18,092.86
WGNT	0%	\$0.00
WHRO	0%	\$0.00
WPEN	0%	\$0.00
WPXV	0%	\$0.00
WTKR	23%	\$12,239.29
WTVZ	2%	\$1,064.29
WVEC	34%	\$18,092.86

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	WVBT	08/21/12	08/24/12	M-F 9-10a	CM	9-10a	- TWTF - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
The Nate Berkus Show															
NATE BERKUS															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>			<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -			1		\$75.00		0.00				
E 2	WVBT	08/21/12	08/24/12		CM	10-11a	- TWTF - -	:30	2	\$75.00	P2	0.00	NM	2	\$150.00

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Advertiser: POL/Hirschbiel for Congress (D)
 Product Desc: 8/21-8/27 PAUL HIRSCHBIEL
 Estimate: 1554

WVBT

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				M-F 10-11a Millionaire										
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -		2		\$75.00		0.00				
E 3	WVBT	08/21/12	08/24/12	M-F 730-8p 30 Rock	CM	730-8p - TWTF - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				ACCESS HOLLYWOOD										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -		1		\$300.00		0.00				
E 4	WVBT	08/21/12	08/24/12	M-F 10-1044p Fox News @ 10	CM	10-1045p - TWTF - -	:30	1	\$1,000.00	P1	0.00	NM	1	\$1,000.00
				LATE NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -		1		\$1,000.00		0.00				
E 5	WVBT	08/21/12	08/24/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p - TWTF - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				SPORTSWRAP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- TWTF - -		1		\$300.00		0.00				
E 6	WVBT	08/25/12	08/25/12	Sa 1045-11p Fox Sportswrap Sat	CM	1045-11p - - - - - S-	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				SPORTSWRAP SATURDAY										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- - - - - S-		1		\$300.00		0.00				
E 7	WVBT	08/26/12	08/26/12	Su 10-1044p Fox News @10 Sun	CM	10-1045p - - - - - S	:30	1	\$700.00	P2	0.00	NM	1	\$700.00
				SUNDAY LATE NEWS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/20/12	08/26/12	- - - - - S		1		\$700.00		0.00				
E 8	WVBT	08/27/12	08/27/12	M-F 1130p-12a M-F 1130p-12a 30 ROCK	CM	1130-12a M- - - - -	:30	1	\$150.00	P2	0.00	NM	1	\$150.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M- - - - -		1		\$150.00		0.00				
E 9	WVBT	08/27/12	08/27/12	M-F 9-10a The Nate Berkus Show	CM	9-10a M- - - - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
				NATE BERKUS										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M- - - - -		1		\$75.00		0.00				
E 10	WVBT	08/27/12	08/27/12	M-F 10-11a Millionaire	CM	10-11a M- - - - -	:30	1	\$75.00	P2	0.00	NM	1	\$75.00
				MILLIONAIRE										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M- - - - -		1		\$75.00		0.00				
E 11	WVBT	08/27/12	08/27/12	M-F 730-8p 30 Rock	CM	730-8p M- - - - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				ACCESS HOLLYWOOD										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M- - - - -		1		\$300.00		0.00				
E 12	WVBT	08/27/12	08/27/12	M-F 1045-11p Fox Sportswrap	CM	1045-11p M- - - - -	:30	1	\$300.00	P2	0.00	NM	1	\$300.00
				SPORTSWRAP										
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>				
Week:		08/27/12	09/02/12	M- - - - -		1		\$300.00		0.00				
												Totals	13	\$3,725.00